

**IN THE CLAIMS:**

Please amend the claims as follows:

1. (Currently Amended) A rigid display unit comprising:

an upper back shelf having a top planar portion and a downwardly-extending skirt, the top planar portion having at least one hole therein, and the skirt having an inwardly-curving front section, the front section containing a plurality of recesses therein, such that the recesses may receive descriptive literature; and

a lower front shelf having a back edge and a front edge, and having a sloping portion and planar side portions on either side of the sloping portion, the sloping portion sloping downwards from the back edge of to the front edge of the lower shelf; [and]

a plurality of holes located in the planar side portions of the lower front shelf[.]; and

wherein the upper back shelf and the lower front shelf each has a topside and an underside, the underside of the upper back shelf containing a deep recess therein surrounded by a perimeter wall.

2. (Previously Canceled)
3. (Previously Canceled)
4. (Canceled)